ARE YOU AN AMBASSADOR, 
AN ORGANIZER, 
A MOTIVATOR, 
OR A STORYTELLER?

We need you on our team! After all, we can do so much more when we do it together.
As an Employee Campaign Coordinator, you have the power to UNITE your colleagues toward a common goal - creating positive change in your community. Your passion for the mission motivates others to get involved. TOGETHER, we improve lives across the Tri-County. Thank you for leading through United Way!

~ DJ Hampton, President and CEO, Trident United Way

“Community leadership is the cornerstone of a fruitful corporate campaign. We are so thankful for your hard work, vision, and commitment to Living United.”

~ Michael Samuel, Mid Corporate PM Associate, Wells Fargo
  Trident United Way Campaign Chair
WHO WE ARE

United Way was established in 1887 in Denver, CO, by a woman, a priest, two ministers and a rabbi. Since then, the organization has mobilized more than 2.6 million volunteers and raised $4.8 billion across 1,800 local United Ways in 40 countries and territories, ranking United Way as the world’s largest privately funded nonprofit organization.

Each local United Way focuses on the issues that matter most in that community, with resources and global experiences from United Way Worldwide for support. Trident United Way has served Berkeley, Charleston and Dorchester counties for more than 77 years and focuses on three impact areas: education, financial stability and health. We fund outcome-driven programs and serve as the backbone for initiatives that bring organizations together to solve complex social issues that no one organization can solve alone. In 2021, United Way was again voted America’s Favorite Charity by The Chronicle of Philanthropy.

OUR REACH

In 2021-2022, Trident United Way was honored to work with more than 400 companies and 3,627 volunteers to improve lives in the Tri-County area.

NEARLY 264,000 CONNECTIONS

During fiscal year 2021-2022, we made 263,576 connections serving members of our community through our education, financial stability and health initiatives, networks and partner programs.

868 PARTNERS CONNECTING & UNITING

We know that a rising tide lifts all ships. We support local agencies through volunteer projects, grants and by providing valuable services and tools.

7,137 DONORS

From corporate campaigns to individual donors, Trident United Way cherishes each person who supports our work and our community.
WHO WE ARE/WHAT WE DO

UNIFIED WE IMPROVE LIVES

“Susan’s” husband recently left her alone with their young son, suddenly making her the sole parent and singularly responsible for all their bills. In this difficult time, she had to immediately regroup and find a way to support her family. Fortunately, she was able to quickly secure employment, but she still needed help to cover costs until her first paycheck arrived.

Our Berkeley Resource Connection Center was able to secure a one-time payment of $1,320 for rental assistance and offered support in creating a budget to keep her on track in the months and years ahead. Susan set herself on a path to success in the face of a trying situation, and Trident United Way was proud to offer a bridge to help get her on her way.

2021-2022 Highlights

| 4,205 clients received 10,042 financial stability services at Trident United Way Resource Connection Centers. |
| Trident United Way AmeriCorps members connected 3,081 people with 8,700 basic needs and crisis mitigation services. |
| Trident United Way staff and volunteers completed 2,042 State and Federal Taxes in partnership with SC Thrive resulting in nearly $1.4M in refunds back in clients’ hands. |
RUNNING YOUR CAMPAIGN

5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN

1. ENERGIZE
2. INSPIRE
3. ENGAGE
4. ASK
5. THANK
ENERGIZE

INVOLVE YOUR CEO
Your CEO can help champion the work and ensure a successful campaign.

With your CEO:

• Establish a campaign timeline and budget.
• Confirm your company’s corporate gift.
• Start thinking about leadership donor strategy.
• Kick off the campaign with a company-wide email or short video from the CEO.

DEVELOP CAMPAIGN STRATEGY
Develop a campaign strategy that fits your company’s size and culture - engaging everyone at all levels and across all departments.

• Consider prior year results, number of employees and current business climate.
• People like to see results! Showcase dollars raised in real time throughout the campaign.
• Set goals for your company campaign.

RECRUIT YOUR TEAM
Before your campaign kickoff, build a diverse team from all departments to help plan and track events.
HOST A CAMPAIGN KICKOFF

Typical employee meetings or rallies have been effective in reaching all employees and encouraging them to invest in Trident United Way in the past.

• Be sure to invite your Trident United Way Advancement Officer to attend.
• Distribute brochures and pledge cards discuss ePledge options as employees arrive.
• Ask a colleague who has benefited or knows someone who has benefited from a Trident United Way program to share their experiences.
• Ask your CEO to attend and publicly endorse the campaign.
• Show a Trident United Way video by sharing a link in email or on intranet that demonstrates how the organization improves lives.
• Keep the meeting lively, informative and fun.
• Make the ask!
• Follow up with employees who were not able to attend.

USE YOUR TOOLS

We have created several assets to communicate the value of Trident United Way’s work, including:

• Videos
• PowerPoint presentations
• Brochures
• Find campaign items here: tuw.org/campaign-materials
ENGAGE
Ideas and Examples:

EDUCATE COLLEAGUES
As the ambassador for Trident United Way, you can help your colleagues understand the value of their gift. Check out the impact reports available on the Trident United Way Website and use the following tips to share our work:

• Update employees on Trident United Way work throughout the year. We are happy to present at monthly/quarterly employee meetings.
• Use your company’s internal communication tools to spread the Trident United Way message.
• Encourage colleagues to follow us on Facebook, Twitter, Instagram and LinkedIn to stay updated. Sign up for 6x per year newsletter at tuw.org/newsletter-signup
• Send volunteer opportunities to employees. https://www.tuw.org/volunteer
• Invite employees to participate in a Poverty Simulation.

LEADERSHIP GIVING
Identify executives and/or employees giving $1,000 or more. There are several strategies to enhance their giving experience through Step-Up programs or donor network engagements:

• Hold a raffle to incentivize for those who increase their gifts by a set percentage or dollar-per-week amount.
• Ask retirees to make a Planned Gift.
• Set an average gift goal for your company and incorporate an incentive.
• Hold a special leadership solicitation/recognition event at the beginning of campaign.

INCENTIVIZE GIVING
There are several ways to energize your campaign and increase participation:

• Set participation rate as a company goal.
• Hold a raffle for everyone who donates via payroll deduction (prime parking spots, days off, gift cards, etc.).
• Hold competitions between stores, branches, locations, and/or departments based on participation rate.
• Offer a casual dress day to everyone who donates.
• Offer an opportunity to win Trident United Way swag.
• Host a wrap-up party and thank everyone who participated.
• Offer corporate match to help employees qualify for leadership giving.
ASK

GIVE EVERYONE THE OPPORTUNITY TO GIVE

The number one reason people do not give is because they are not asked! Trident United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to give by supplying meaningful information about how Trident United Way changes lives and how each contribution drives our mission forward.

Start at the top – ask company leadership to set the example by making their contributions early. Remember to include off-site and remote employees and highlight corporate support, especially if your company has a program in place that matches employee donations.

Making the ask:

- Personally
- At campaign events
- At staff meetings
- At leadership events
- Via email and social media
- Via company newsletter or intranet

WAYS TO GIVE

Trident United Way wants to make it easy to give.

- Interested in automating or running a paperless campaign? Ask your Trident United Way Advancement Officer about ePledge, our complimentary electronic campaign software.
- On-line at [https://www.tuw.org/give](https://www.tuw.org/give)
- Payroll deduction via a fillable pdf of Trident United Way pledge forms
- Cash/Check
- Credit Card/Bank draft
  - One Time/Monthly
- Direct Billing via Statement/Invoice
- Stock Donation
- Planned Giving
THANK

MONITOR YOUR CAMPAIGN AND REPORT RESULTS

It is important to follow up with employees and report results:

• Ensure that your campaign team had the opportunity to speak with all employees.
• Keep regular totals and give progress reports to your CEO, team, organization and your Trident United Way Advancement Officer.
• Publicize campaign results throughout the organization - during and after the campaign.
• Track contributions by asking all employees to return pledge cards to you (even if they do not make a gift) or access ePledge information.
• Make sure that pledge cards are filled out and signed and that the total amounts are accurate.
• Give completed report envelopes, including signed pledge forms and raffle tickets, to your Trident United Way Advancement Officer.

SAY THANK YOU!

It is just as important to officially close the campaign and thank people as it is to begin the campaign.

• Thank employees for their participation, time and support individually through a CEO recognition letter.
• Recognize your team and others who volunteered their time.
• Publicize your results via email, voicemail, intranet, newsletters, social media, etc.
• Celebrate your success.
• Host a company-wide Thank You event.
Visit [https://www.tuw.org/volunteer](https://www.tuw.org/volunteer) for more information and sign up to receive our Volunteer Connections monthly email.  [https://www.tuw.org/volunteer-email-list](https://www.tuw.org/volunteer-email-list)
ALEXIS DE TOCQUEVILLE SOCIETY:
The **Trident United Way Tocqueville Society** is a worldwide network of extraordinary community leaders and philanthropists who invest $10,000 or more annually through their local United Ways. At Trident United Way, our members demonstrate a deep commitment to making a tangible difference in the lives of children, young people and families in the Tri-County area.

“I am proud to live in a giving and philanthropic community like ours. So many people who have worked hard to be able to take care of themselves and their loved ones also find it meaningful and satisfying to give back. In supporting Trident United Way, we have found a way to provide independence and not dependance. We are able to broadly support our community and be able to be a tide lifting the quality of life for our neighbors. I feel everyone wants to give back especially when there is an outsized impact. I urge everyone to consider giving at the Tocqueville Society level, these dollars have a big bang for the buck.”

~ Giff Daughtridge
Trident United Way Tocqueville Society Chair

TRIDENT UNITED WAY PALMETTO SOCIETY:
The **Trident United Way Palmetto Society** recognizes donors who give $1,000 - $9,999 annually to Trident United Way. Nearly 800 members strong, the **Trident United Way Palmetto Society** accounts for 25% of all Trident United Way giving in Berkeley, Charleston and Dorchester counties. **Trident United Way Palmetto Society** members set a standard of charitable giving in our community and motivate others to contribute at a leadership level to Trident United Way.

“Supporting Trident United Way and giving at the Palmetto Society level is a conscientious decision. Palmetto Society members recognize the importance of giving back as well as understanding that it takes a real commitment to see some of our community challenges addressed. The Palmetto Society is a driver in providing Trident United Way with the important resources needed to make impactful change. I donate at the Palmetto Society level because I have seen the substantial work of Trident United Way and how it is uniquely positioned to make a difference. For those that have the ability and are dedicated to seeing real results where we live and work, I encourage you to consider what level of commitment you can make.”

~ Peter Tecklenburg
Auditor, Charleston County Government
Trident United Way Palmetto Society Chair
LEADERSHIP GIVING SOCIETIES

Trident United Way’s giving societies are made up of community and business leaders like YOU who are passionate about changing lives and pulling together the expertise and resources that get meaningful results.

Benefits of Joining a Leadership Society

- Premier networking and social events with other members
- Prominent recognition in Trident United Way’s annual leadership listings
- Opportunities to engage with other highly influential philanthropists in our community
- Special communications about Trident United Way’s work and the impact of your contribution
- Qualification for membership in all applicable donor networks

TUW.ORG/LEADERSHIP-GIVING
DONOR NETWORKS

African-American Leadership Council
Trident United Way African American Leadership Council (AALC) is a network of black and minority leaders in the community working to create bold community change in education, financial stability and health throughout the Tri-County region.

Women United
Trident United Way Women United (WU) is an engaged network of philanthropic leaders committed to improving education, financial stability and health in our region through giving, advocacy and volunteerism.

Young Leaders United
Trident United Way Young Leaders United (YLU) is a network of leaders ages 40 and under who are committed to improving education, financial stability and health in our community through giving, volunteerism and advocacy.

TUW.ORG/DONOR-NETWORKS
TALKING POINTS

PROGRAM AND PARTNER OUTCOMES

Thrive Hub is a web-based system that allows counselors to help clients apply for multiple resources during a single interview.

2,042 state and federal tax returns filed in the Tri-County

$1,374,335 estimated refunds through filings at TUW-affiliated tax sites and $282,800 saved in filing fees

75 tax and financial stability fairs

16 sites across the Tri-County offering free tax assistance

100% of clients receive asset-building and traditional banking product information

100% of clients screened for SNAP and Medicaid benefits eligibility

CharityTracker™ is a web application that Trident United Way provides free of charge to the Tri-County region for shared case management, to gather and report statistical data for resource development, strategic planning and measuring outcomes.

- $3,024,592 in monetary assistance
- 11,640 households with a total of 21,709 family members assisted

Trident United Way’s 11 AmeriCorps members provided basic needs/crisis mitigation services to 3,416 households with 6,174 family members

211 RESOURCE LINE

13,702 Total Calls

24,286 Total Referrals

140,400 Website Visits (state-wide)

Top Caller Needs: Electric Assistance (20% of calls) and Rent Assistance (20% of calls)
**Talking Points**

**Impact: Education**

- **17,485 Books**
  - Provided to student program participants in FY 2021–2022

- **3,215 Hours**
  - Invested in FY 2021–2022 by teachers focused on social competence through programs funded by Trident United Way. These key skills promote a student’s classroom success.

- **834 Students**
  - Reading with the same adult month over month in partnership with Reading Partners and Wings for Kids in FY 2021-2022

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**Tri-County Read United**

**1000 Books Before Kindergarten Partnership**

Trident United Way has partnered with Berkeley County, Charleston County, and Dorchester County libraries with the goal of improving kindergarten readiness and reading by 3rd grade gaps in the Tri-County.

- **260+ Participants**
  - Registered in the first six months

- **4x More**
  - Registrants than before the Trident United Way partnership

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**AALC**

African American Leadership Council

In 2022 the **AALC collected 3,031 books**, well exceeding the goal of 2,800. Books were distributed to 728 students in Child Development classes through 3rd grade at EB Ellington Elementary, North Charleston Elementary, and St. Stephen Elementary. These books helped students from low-income areas build their home library and encouraged summer reading to prevent the summer slide.

Over the past seven years, AALC has collected **10,478 books** for students across the Tri-County community!

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“As a single mom of three, it’s hard to find the time to read books to the kids. Life gets in the way. I would like to be more accountable and have an incentive for the kids so we can read more together.” — a mother in Berkeley County
TALKING POINTS

IMPACT: FINANCIAL STABILITY

92 individuals found employment with the support of workforce partner programs funded by Trident United Way in FY 2021-2022.

92% of these individuals maintained employment at the six month milestone.

Emergency Food and Shelter Program

The Emergency Food and Shelter Program (EFSP) was created by Congress in 1983 to help meet the needs of hungry and homeless people throughout the United States by allocating federal funds for the provision of food and shelter to be allocated by a Local Board of 12 providers through a competitive grant process. Trident United Way is the administrative body in the Tri-County.

$942,365 in Tri-County funding

41 applications for 2 phases

Phase 39 and American Rescue Plan Act (ARPA-R) applications were submitted for Berkeley, Charleston and Dorchester counties.

Emergency Financial Assistance via Our Berkeley and Dorchester Resources Centers in FY 2021-2022

427 rent/mortgage assistance cases

494 utility assistance cases

3,132 community members served

United Way Trident United Way
TALKING POINTS

IMPACT: HEALTH

14,822 individuals were provided medical screenings and referrals by nine Trident United Way partners in FY 2021-2022.
1,994,683 pounds of fresh fruits and vegetables distributed across the Tri-County by seven Trident United Way partners in FY 2021-2022.
1,397 medical or educational transports were conducted via three Trident United Way partners in FY 2021-2022.

Diabetes Prevention Program
Trident United Way renewed the Accelerator Funding agreement with AccessHealth Tri-County Network at Roper St. Francis to be the hub of the National Diabetes Prevention Program in the Tri-County. At the end of our three-year funding cycle (2019-2022):

- There are seven community partner sites offering the National Diabetes Prevention Program in the Tri-County area.
- There are two in-person cohorts at Charleston County Public Library locations and one virtual cohort.
- A Spanish cohort led by AccessHealth.
- Two additional cohorts in Moncks Corner led by a Trident United Way trained lifestyle coach at the Community Hope Impact Center.

Trident United Way FoodShare Berkeley County
In partnership with our Health Impact staff, Trident United Way is moving forward with a partnership with FoodShare SC in Berkeley County.

- A collaborative partnership to improve the financial stability and access to healthy produce for Berkeley County residents.